

NEBRASKA DIVISION OF TRAVEL AND TOURISM

2011 MEDIA KIT

REDISCOVER EFFECTIVE ADVERTISING OPPORTUNITIES

- Cost-effective advertising
- Regional and national exposure
- Enhanced buying/negotiating power
- Niche market opportunities
- Online co-op opportunities
- Ad space on VisitNebraska.gov

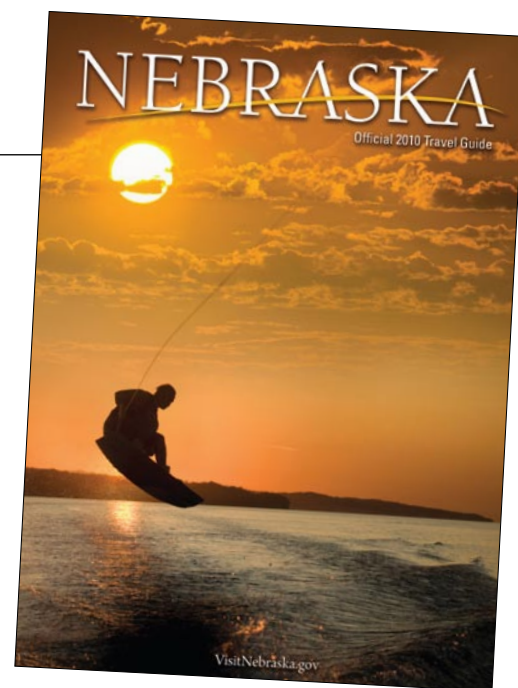


NEBRASKA
possibilities...endlessSM
VisitNebraska.gov

2011 *Nebraska Travel Guide*

The *Nebraska Travel Guide* is the single most important resource in the state designed to attract and influence travelers. It is the only guide that includes practically every city, hotel, state park, and attraction in the state—making it an easy-to-use, all-in-one resource for the traveler.

Constantly evolving to better serve travelers and your potential customers, the *Nebraska Travel Guide* is one of the best ways to reach your target market. This cost-effective advertising opportunity places your brand in front of hundreds of thousands of people—giving you tremendous exposure with your desired audience. The official *Nebraska Travel Guide* is Nebraska's definitive statewide travel companion and a great vehicle to advertise your business.



Benefits

The *Nebraska Travel Guide* is:

- Marketed to 100 million potential visitors, most of whom are actively seeking out your products or services during their vacation.
- Advertised through TV, radio, print, e-newsletters, e-mail blasts, and social media—making your advertisement that much more visible to members of your target audience.
- Mailed to every person who requests information from the Tourism office.
- Posted on VisitNebraska.gov, a highly visited Web site where many of your potential customers can be reached while they plan their next trip.
- Read by an estimated 1 million people (350,000 printed copies), making this a budget-friendly solution for effective advertising.

Distribution

The *Nebraska Travel Guide* is strategically distributed to all of the locations where your target audience will be looking for information to help guide them on their journey to Nebraska. Some of these distribution centers include:

- All visitor centers, including those along I-80
- Convention and Visitors Bureaus
- Chambers of Commerce
- Hotels and motels
- Campgrounds
- Parks and recreational sites
- Nebraska attractions
- Over 30 travel, sports, and trade shows in Chicago, Denver, Des Moines, Kansas City, Minneapolis, and other prime markets

Advertising Incentives

Advertising in the *Nebraska Travel Guide* offers many extra opportunities.

Bonus Partner – \$500 or more

Place \$500 or more in the *Nebraska Travel Guide*, and receive these additional benefits:

- Bold listing in the *Travel Guide* and on the Web site
- Enhanced maps on the Web site
- Preferred search on the Web site

Premier Partner – Full-page ad or more

Advertisers who buy a full-page or more in the *Travel Guide* receive these added benefits:

- All the benefits listed for the Bonus Partner
- Free rotating tile ad on the home page of the Web site for one year
- **Two-page spreads receive a 15% discount!**

For all *Travel Guide* advertisers:

- **If you increase your *Travel Guide* ad size from last year, you get a 5% discount on your *Travel Guide* advertisement.**

Offer free copies of the *Nebraska Travel Guide* to your customers. Please contact your Division of Travel and Tourism representative at 888-444-1867 to make arrangements.

Ad listings with FREE layout!

You can have an ad in the *Travel Guide* without the expense of layout. With the following listings, your information is provided in layout free of charge:

3-Inch Listing – \$1,500

Includes name of attraction, phone, Web, 50-word description, and photo or logo. Ad size is 3" high x 1 column wide.

2-Inch Listing – \$1,000

Includes name of attraction, phone, Web, 25-word description, and small photo or logo. Ad size is 2" high x 1 column wide.

1-Inch Listing – \$500

Includes name of attraction, phone, Web, and 25-word description. Ad size is 1" high x 1 column wide.

• 3-Inch Listing Sample



Heritage Hills Golf Course

Are you tough enough to play our rough? The front-nine at McCook's

Heritage Hills Golf Course is a warm-up for the rugged back-nine that cuts through southwest Nebraska canyons and gullies. Visitors agree that this course is one of the most challenging tests of golf. Come experience it for yourself!



800-657-2179 • www.visitmccook.com

• 2-Inch Listing Sample

Heritage Hills Golf Course

Visitors agree this course is most challenging. The front-nine is a warm-up for the rugged back-nine that cuts through southwest Nebraska canyons and gullies.



800-657-2179 • www.visitmccook.com

• 1-Inch Listing Sample

Heritage Hills Golf Course

Visitors agree this course is most challenging. The front-nine is a warm-up for the rugged back-nine that cuts through southwest Nebraska canyons and gullies.

800-657-2179 • www.visitmccook.com

Ad Sizes

	Width/Height
Full Page (bleed) . . . trim	7.875" x 10.5"
..... bleed	8.375" x 11"
..... live	6.625" x 9.25"
Full Page (nonbleed)	7" x 9.5"
Inside Front Cover Map Flap (bleed)	
..... trim	7.375" x 10.5"
..... bleed	7.875" x 11"
..... live	6.375" x 9.25"
Inside Across From Map (nonbleed)	7" x 9.5"
Back Cover & Inside Back Cover (bleed)	
..... trim	7.875" x 10.5"
..... bleed	8.375" x 11"
..... live	6.625" x 9.25"
2/3 Page (vertical)	4.625" x 9.5"
1/2 Page (horizontal)	7" x 4.75"
1/3 Page (vertical)	2.25" x 9.5"
1/3 Page (square)	4.625" x 4.75"
1/6 Page	2.25" x 5"

Ad Rates

Ad Size	Full-Color
Full Page*	\$12,000
Inside Front Cover Map Flap* . . .	\$14,000
Inside Across From Map*	\$14,500
Inside Across From Table of Contents*	\$14,500
Back Cover*	\$15,500
Inside Back Cover*	\$14,000
2/3 Page*	\$9,500
1/2 Page*	\$8,500
1/3 Page*	\$6,500
1/6 Page*	\$4,000
3-Inch Listing	\$1,500
2-Inch Listing	\$1,000
1-Inch Listing	\$500

* Ad rates do not include production costs.

Trim = Final ad size

Bleed = Area beyond trim

Live = Margins (keep text and logos within this area)

Need layout assistance with your *Travel Guide* ad?

The Nebraska Division of Travel and Tourism is pleased to help subsidize advertising layout on *Travel Guide* ads through Snitily Carr. If you would like layout assistance on your *Travel Guide* ad, please contact Cat Beekley for terms and conditions. She can be reached at Snitily Carr—402-489-2121 or cbeekley@SnitilyCarr.com.

Deadlines

Insertion Order: July 9, 2010

Payment: Due 30 days from invoice date. *Late payments are subject to an interest charge of 18% per annum when delinquent more than 30 days.*

Ad Materials: August 27, 2010 **(no extensions)**
A late fee of \$50 per ad will be assessed for late submission of ad materials.

Cancellation: *A \$50 fee will be assessed to advertisers that ask to be released from a signed advertising contract.*

Production Requirements

Please carefully read requirements on page 8.

VisitNebraska.gov



People making travel plans use the Internet as their primary source of information, so capitalize on all that traffic by advertising on Nebraska Tourism's official site. Place your tile ad on VisitNebraska.gov to expose your business or attraction to over a million interested tourists nationwide. What's more, visitors who click on your ad will be automatically linked to your Web site.

Web Site Display Ads

1. Home Page

- Limited to 4 rotating ads (2 displayed at a time)
- Rate options:
 - \$2,500: 180w x 150h
 - \$4,000: 180w x 300h
 - \$5,000: 180w x 600h

2. Landing Page

- Limited to 3 static ads per section:
 - Things to Do
 - Scenic Byways
 - Travel Tools
 - Kids
- Rate options:
 - \$1,500: 180w x 150h
 - \$2,500: 180w x 300h

3. Search and Results Pages

- Limited to 3 static ads per section:
 - Attractions
 - Events
 - Recreation
 - Places to Stay
- Rate options:
 - \$1,000: 180w x 150h
 - \$1,500: 180w x 300h



Web Site Extended Listings

Extended listings display a photo and a 50-word description at the top of results pages.

- Rate: \$500
- Limited to 4 per type:
 - Attractions**
 - Arts/Culture
 - Farms/Ranches
 - Nature/Wildlife
 - Specialty Shopping
 - State Parks/National Sites
 - Kids' Fun
 - History/Heritage
 - Unique Sites
 - Sports
 - Wineries/Vineyards/Breweries

Events

- Antique/Craft Shows
- Arts/Culture
- Festivals/Fairs
- Motor Sports/Vehicle Shows
- Rodeos/Sporting Events
- Agriculture/Farmers' Markets
- Expos/Trade Shows
- History/Heritage
- Nature/Outdoors

Recreation

- Bird Viewing
- Golfing
- Hunting/Fishing
- Lakes/Rivers/Rec Areas
- Hiking/Biking/Horseback Riding

Places to Stay

- Hotels/Motels
- Bed & Breakfasts
- Guest Ranches
- Campgrounds/State Parks

Leads Program

Give your business a boost by building a database of direct leads! As a Leads Program advertiser, you will have your own opt-in box on the VisitNebraska.gov Web page where visitors go to request their free *Nebraska Travel Guide*. When they choose to receive additional information by checking your box, their postal and e-mail addresses will be forwarded directly to you.

- Rate: \$1,000 (annual contract)

Destination Nebraska e-Newsletter

- Distribution: 250,000+
- Tile ads on the right side of the page
- Limited to 2 ads per issue
- Size: 180 pixels wide x 150 pixels high
- Rate options:
 - \$175 per month (1 issue/month): November, December, January, February
 - \$350 per month (2 issues/month): March, April, May, June, July, August, September, October

Deadlines

Insertion Order: July 9, 2010

Payment: Due 30 days from invoice date. *Late payments are subject to an interest charge of 18% per annum when delinquent more than 30 days.*

Ad Materials (copy & visual): November 1, 2010

Ads run from January 1 to December 31, 2011.

Paid ads may run earlier.

Production Requirements

Please carefully read requirements on page 8.

Co-op Advertising Partnerships

National and Regional Exposure! Seven New Publications!

For 2011, Nebraska Tourism has subsidized co-op advertising in proven successful publications, as well as recently adding new online co-op opportunities. These partnerships cut your advertising costs by up to 85 percent and offer a variety of markets, circulation ranges, and prices.

Co-op ads are available on a first-come, first-served basis.

Note: Ad rates are for space only; production costs are not included. Partners are responsible for their individual fulfillment. All ads are full-color.

Deadlines

Insertion Order: July 9, 2010

Payment: Due 30 days from invoice date. *Late payments are subject to an interest charge of 18% per annum when delinquent more than 30 days.*

Ad Materials: See individual publications on the following pages for deadlines. *A late fee of \$50 per ad will be assessed for late submission of ad materials.*

Cancellation: *A \$50 fee will be assessed to advertisers that ask to be released from a signed advertising contract.*



LIFESTYLE MAGAZINES

1. **AARP**

AARP members join nationwide for the benefits, information, products, and services that help them navigate through life changes and the life stages that affect them and their families. Your ad will appear in the March/April Spring Travel issue delivered to people aged 50–59 in the West Central Region (Colorado, Iowa, Kansas, Montana, Nebraska, North Dakota, South Dakota, and Wyoming).

Rate

\$895 (**SAVE** nearly 80% off publisher's regular rate.)

Deadlines

Insertion Order: July 9, 2010

Ad Materials (copy & visual): October 15, 2010

See page 8 for production requirements.

Publication Information

- Total Circulation: 400,000
- Full-page co-op
- Space limited to 12 ads
- Ad Size: 2.125" wide x 1.875" high

2. **Good Housekeeping**

Good Housekeeping offers a special travel section focused on helping families plan for vacations. The March 2011 issue, with your ad, will be mailed to families in Arkansas, Iowa, Kansas, Louisiana, Minnesota, Missouri, Nebraska, North Dakota, Oklahoma, South Dakota, and Texas.

Rate

\$895 (**SAVE** nearly 85% off publisher's regular rate.)

Deadlines

Insertion Order: July 9, 2010

Ad Materials (copy & visual): October 15, 2010

See page 8 for production requirements.

Publication Information

- Total Circulation: 850,000
- Full-page co-op
- Space limited to 12 ads
- Ad Size: 2.125" wide x 1.875" high
- Reader service listing included
- Inquiry list provided by *Good Housekeeping* at no additional cost

3. **Midwest Living – 2 issues!**

Midwest Living is a personal guide to the best of the Midwest. The travel section features a monthly editorial about Nebraska. Placement is in the March/April 2011 issue with a repeat in the Best of the Midwest special edition sold on newsstands March through September, plus an e-mail blast to 150,000 opt-in subscribers.

Rate

\$2,995 for 3 ads (**SAVE** nearly 75% off publisher's regular rate.)

Deadlines

Insertion Order: July 9, 2010

Ad Materials (copy & visual): October 15, 2010

See page 8 for production requirements.

Publication & Online Information

- Total Circulation: 1,550,000
- Full-page co-op in both magazines plus e-mail blast
- Space limited to 12 ads
- Publication Ad Size: 2.25" wide x 2" high
- Online Ad Size: 180 pixels wide x 150 pixels high
- Reader service listing included

LEISURE TRAVEL MAGAZINES

4. **AAA EnCompass/VIA – 2 issues!**

Advertising in *EnCompass* and *VIA* allows you to target audiences in Colorado, Alaska, Montana, and Wyoming who travel nearly twice the national average. As part of the March/April 2011 issue of these two publications, your ad will be mailed to every AAA household in these states.

Rate

\$495 for both issues (**SAVE** nearly 75% off publisher's regular rate.)

Deadlines

Insertion Order: July 9, 2010

Ad Materials (copy & visual): October 15, 2010

See page 8 for production requirements.

Publication Information

- Total Circulation: 435,000
- Full-page co-op in both issues
- Space limited to 12 ads
- Ad Size: 2.25" wide x 2" high

5. **AAA Home & Away/Living/Journeys**

Delivered to over 1.4 million AAA members in the Midwest, *Home & Away/Living/Journeys* are highly effective ways to communicate with avid travelers. The magazines feature articles on regional and world travel, area history, auto safety, and highway and transportation issues. Advertise in the March/April 2011 issue and increase exposure to Iowa, Kansas, Minnesota, Nebraska, North Dakota, Oklahoma, South Dakota, and Wisconsin.

Rate

\$1,295 for 3 issues (**SAVE** nearly 85% off publisher's regular rate.)

Deadlines

Insertion Order: July 9, 2010

Ad Materials (copy & visual): October 15, 2010

See page 8 for production requirements.

Publication Information

- Total Circulation: 1,422,000
- Three-page gate fold, inside front cover in all issues
- Space limited to 24 ads
- Ad Size: 2.125" wide x 1.875" high
- Reader service listing included

LEISURE TRAVEL MAGAZINES (CONT.)

6. AAA Midwest Traveler

Midwest Traveler is AAA's magazine for the Midwest catering to people who travel. It features news, safety tips, travel itineraries and reviews, and special deals for AAA members. Placement is in the March/April 2011 issue. Increase exposure in Missouri, eastern Kansas, southern Illinois, and southern Indiana.

Rate

\$595 (**SAVE** nearly 85% off publisher's regular rate.)

Deadlines

Insertion Order: July 9, 2010

Ad Materials (copy & visual): October 15, 2010

See page 8 for production requirements.

Publication Information

- Total Circulation: 516,127
- Full-page co-op
- Space limited to 12 ads
- Ad Size: 2.25" wide x 2" high
- Reader service listing included

7. AAA Texas Journey

NEW!

Texas Journey is delivered to one in every ten households in Texas. As the largest circulated in-state publication, this magazine reaches subscribers who are avid travelers and AAA members. Your ad will appear in the March/April 2011 edition.

Rate

\$695 (**SAVE** 75% off publisher's regular rate.)

Deadlines

Insertion Order: July 9, 2010

Ad Materials (copy & visual): October 15, 2010

See page 8 for production requirements.

Publication Information

- Total Circulation: 800,000
- Full-page co-op
- Space limited to 12 ads
- Ad Size: 2.25" wide x 2" high

8. American Road – 2 issues!

A quarterly magazine, *American Road* chronicles America's historic highways and the events, people, communities, and businesses associated with these famous pathways. Typical readers are those who enjoy the journey as much as they do the final destination. Advertisers will be featured in two issues, February and May 2011.

Rate

\$395 for both issues (**SAVE** nearly 80% off publisher's regular rate.)

Deadlines

Insertion Order: July 9, 2010

Ad Materials (copy & visual): October 15, 2010

See page 8 for production requirements.

Publication Information

- Total Circulation: 65,000
- Double-page spread co-op in both issues
- Space limited to 8 ads
- Ad Size: 3.75" wide x 3.75" high
- Reader service listing included

9. Endless Vacation

NEW!

According to RCI Travel Research, *Endless Vacation* readers took an average of nine vacation days per year and booked 2,331 hotel nights in Nebraska. This magazine is packed with resources offering its readers vacation guides, vacation deals, and travel tactics. Your ad can be seen by thousands of people planning their next vacation in the April 2011 Summer issue. Increase exposure in Alaska, Hawaii, California, Oregon, Washington, Nevada, Idaho, Utah, Arizona, Montana, Wyoming, Colorado, Minnesota, North Dakota, South Dakota, Nebraska, Kansas, Oklahoma, Texas, Iowa, Missouri, Arkansas, and Louisiana.

Rate

\$695 (**SAVE** 85% off publisher's regular rate.)

Deadlines

Insertion Order: July 9, 2010

Ad Materials (copy & visual): October 15, 2010

See page 8 for production requirements.

Publication Information

- Total Circulation: 750,000
- Full-page co-op
- Space limited to 12 ads
- Ad Size: 2.125" wide x 1.875" high

HISTORY/HOBBY MAGAZINES

10. *American Cowboy*

NEW!

A cultural chronicler of the American West, *American Cowboy* is a nationally distributed magazine that covers the lifestyle, legends, history, culture, travel, and events related to the cowboy way of life. This magazine features strong travel editorial with Western heritage destinations showcased in each issue. Your ad will appear in the April/May 2011 Travel issue.

Rate

\$395 (**SAVE** 80% off publisher's regular rate.)

Deadlines

Insertion Order: July 9, 2010

Ad Materials (copy & visual): October 15, 2010

See page 8 for production requirements.

Publication Information

- Total Circulation: 95,000
- Full-page co-op
- Space limited to 6 ads
- Ad Size: 2.25" wide x 4" high

11. *Birder's World*

Reach out to those who take bird-watching seriously with *Birder's World*. Loaded with beautiful full-color photography and intriguing articles highlighting prime birding destinations, this publication is a must-have resource for casual bird-watchers and serious birders. Target this diverse crowd of outdoor enthusiasts in the April 2011 issue as well as in an e-mail blast to 10,000 opt-in subscribers.

Rate

\$495 for both ads (**SAVE** nearly 75% off publisher's regular rate.)

Deadlines

Insertion Order: July 9, 2010

Ad Materials (copy & visual): October 15, 2010

See page 8 for production requirements.

Publication & Online Information

- Total Circulation: 50,000
- Double-page spread co-op plus e-mail blast
- Space limited to 8 ads
- Publication Ad Size: 3.75" wide x 3.75" high
- Online Ad Size: 180 pixels wide x 150 pixels high

12. *Camping Life*

NEW!

Active outdoor enthusiasts who take frequent trips with their families read the nationally distributed magazine *Camping Life*. Trips involve recreation, adventure, culture, and history. Your ad will appear in the March/April 2011 Spring Travel issue plus an e-mail blast to 150,000 opt-in subscribers.

Rate

\$595 (**SAVE** 85% off publisher's regular rate.)

Deadlines

Insertion Order: July 9, 2010

Ad Materials (copy & visual): October 15, 2010

See page 8 for production requirements.

Publication & Online Information

- Total Circulation: 230,000
- Full-page co-op
- Space limited to 6 ads
- Publication Ad Size: 2.25" wide x 4" high
- Online Ad Size: 180 pixels wide x 150 pixels high

13. *History Channel Magazine*

THE HISTORY CHANNEL MAGAZINE is the definitive general-interest American heritage magazine that combines the best resources of its partner, HISTORY, with the unique insights of its contributors—including members of THE HISTORY CHANNEL CLUB—to bring readers in-depth stories that connect our past with our present. Members visited five historical sites in the past 12 months. Your ad will appear in the March/April 2011 issue featuring Travel Destinations.

Rate

\$595 (**SAVE** nearly 85% off publisher's regular rate.)

Deadlines

Insertion Order: July 9, 2010

Ad Materials (copy & visual): October 15, 2010

See page 8 for production requirements.

Publication Information

- Total Circulation: 300,000
- Full-page co-op
- Space limited to 12 ads
- Ad Size: 2.125" wide x 1.875" high

14. *Midwest Golfing Magazine*

NEW!

Packed full of informative, educational, and entertaining golf coverage from around the Midwest and beyond, *Midwest Golfing Magazine* is a hole in one! Each issue includes golf news, golfer profiles, tournament coverage, featured golf destinations, and course reviews. Your ad will appear in the February 2011 Bonus Golf Show issue.

Rate

\$395 (**SAVE** 75% off publisher's regular rate.)

Deadlines

Insertion Order: July 9, 2010

Ad Materials (copy & visual): October 15, 2010

See page 8 for production requirements.

Publication Information

- Total Circulation: 75,000
- Full-page co-op
- Space limited to 4 ads
- Ad Size: 3.75" wide x 3.75" high

HISTORY/HOBBY MAGAZINES (CONT.)

15. *TRAINS*

Get travelers who love to ride the rails on board with the May 2011 issue of *TRAINS*—the number one publication for railroad enthusiasts. The magazine boasts a readership that averages two or more weeks of travel per year, with 90 percent including time for railroad stops of interest. Your ad will appear in the “Ride this train!” special pull-out section plus an e-mail blast to 96,000 opt-in subscribers.

Rate

\$495 for both ads (**SAVE** nearly 75% off publisher's regular rate.)

Deadlines

Insertion Order: July 9, 2010

Ad Materials (copy & visual): December 1, 2010

See page 8 for production requirements.

Publication & Online Information

- Total Circulation: 190,000
- Full-page co-op plus e-mail blast
- Space limited to 6 ads
- Publication Ad Size: 2.25" wide x 4" high
- Online Ad Size: 180 pixels wide x 150 pixels high

GROUP TOUR & CONVENTION MAGAZINES

16. *Leisure Group Travel*

NEW!

Leisure Group Travel is distributed to alumni and special interest groups, bank travel clubs, religious groups, senior group leaders, tour operators, travel agents, and bus companies across the nation. Advertisers will be featured in the December 2010 Industry Forecast issue.

Rate

\$495 (**SAVE** 75% off publisher's regular rate.)

Deadlines

Insertion Order: July 9, 2010

Ad Materials (copy & visual): August 31, 2010

See page 8 for production requirements.

Publication Information

- Total Circulation: 20,000
- Double-page spread co-op
- Space limited to 8 ads
- Ad Size: 3.75" wide x 3.75" high

17. *Midwest Meetings*

Midwest Meetings is a popular planning tool for overnight retreats, workshops, and conferences in the Midwest. This quarterly publication is a resource guide containing informative articles, facility listings, and a wide variety of information on changes in the industry. Ad placement in the March 2011 issue will provide coverage to conference planners throughout the United States.

Rate

\$595 (**SAVE** nearly 80% off publisher's regular rate.)

Deadlines

Insertion Order: July 9, 2010

Ad Materials (copy & visual): December 1, 2010

See page 8 for production requirements.

Publication Information

- Total Circulation: 30,000
- 16-page section, 11 pages of ads
- Space limited to 22 ads
- Ad Size: 3.75" wide x 7.75" high
- Reader service listing included

18. *Rejuvenate Meetings*

NEW!

Rejuvenate Meetings targets faith-based meeting planners who are looking for a convention destination, an exposition, or a retreat. Your ad will appear in the December 2010 Great Plains Destinations issue distributed nationwide.

Rate

\$495 (**SAVE** 70% off publisher's regular rate.)

Deadlines

Insertion Order: July 9, 2010

Ad Materials (copy & visual): August 31, 2010

See page 8 for production requirements.

Publication Information

- Total Circulation: 10,000
- Full-page co-op
- Space limited to 6 ads
- Ad Size: 2.5" wide x 3.75" high

NEWSPAPER INSERT

19. *Midwest Vacation Guide*

Reach nearly 14 million households when you advertise in the March 2011 Spring Vacation Guide inserted into a collection of Central and Midwestern newspapers including the *Chicago Sun-Times*, *Kansas City Star*, *Des Moines Register*, *Indianapolis Star*, and more.

Rate

\$2,695 (**SAVE** nearly 60% off publisher's regular rate.)

Deadlines

Insertion Order: July 9, 2010

Ad Materials (copy & visual): October 15, 2010

See page 8 for production requirements.

Publication Information

- Total Circulation: 13,900,000
- Space limited to 7 ads
- Ad Size: .6875" wide x 2.0625" high
- Reader service listing included

2010 Travel Conference Sponsorships

The 2010 Nebraska
Travel Conference will
be held October 12–14
in Lincoln.

Become a Travel Conference sponsor and support the Nebraska tourism industry while also getting your name and products in front of hundreds of attraction, lodging chain, and CVB directors and decision makers. Prime candidates include printing companies, brochure distributors, trade show suppliers, travel industry publication representatives, and many others who supply, promote, or otherwise assist tourism entities.

Many different levels of sponsorship are available to meet every price range. Call today if you or someone you know can benefit from these unique marketing opportunities. Contact Cat Beekley at 402-489-2121 or cbeekley@SnitilyCarr.com.

Production Requirements

Print Ads

Display Ads for *Travel Guide* and Co-op Publications

- Display ads must be submitted as a **high-resolution PDF file** or as a collection of native files from InDesign, Illustrator, or Photoshop.
Sorry, we cannot accept ads created in PageMaker, Microsoft Word, or Publisher.
 - Ad files under 10MB may be e-mailed to cbeekley@SnitilyCarr.com.
 - Ad files over 10MB must be provided on disk (CD or DVD).
- For all ads that bleed, keep live area $\frac{3}{4}$ " from trim.
- Please include the name of the publication in the file name (ex. GrandIsland_MidwestLiving.pdf).
- If submitting a collection of native files, you must provide:
 - All screen and printer fonts.
 - All photos and logos (.eps, .tif, or .jpg format) at a minimum of 300 dpi. **We cannot accept logos or photos off the Internet.**
 - A color proof of your ad (PDF file or printout).

Listing Ads for *Travel Guide*

- For 1-, 2-, and 3-inch listing ads in the *Nebraska Travel Guide*, send text and images to cbeekley@SnitilyCarr.com.
 - Text may be submitted in a Microsoft Word document.
 - All photos and logos must be submitted as separate files (.eps, .tif, or .jpg format) at a minimum of 300 dpi. **We cannot accept logos or photos off the Internet.**

Web Ads

Display Ads for Web Site and *Destination Nebraska*

- Submit your title, URL link, and graphic (formatted in a .jpg file) to cbeekley@SnitilyCarr.com.
 - File size should not exceed 20K.
 - Photo resolution must be at least 72 dpi.

Extended Listings for Web Site

- Submit the name of your listing along with the category type, photo, and 50-word description to cbeekley@SnitilyCarr.com.
 - Text may be submitted in a Microsoft Word document.
 - Photo must be submitted as a separate file (.tif or .jpg format).

Sources for Production

Work with your local newspaper or graphics production house to produce ad materials. If neither of these options is available, the Division's advertising agency of record, Snitily Carr, can provide an estimate for producing your ad.

Questions

Contact Cat Beekley at Snitily Carr.
Call 402-489-2121, fax 402-489-2727,
or e-mail cbeekley@SnitilyCarr.com.

Order your 2011 advertising online!

Now you can view the 2011 Media Kit and order your advertising at **VisitNebraska.gov/MediaKit**. Simply complete the form, select the ads you want, and click "submit." You will get a confirmation that your order has been received. If you have questions, contact Cat Beekley at 402-489-2121 or cbeekley@SnitilyCarr.com.

2011 Advertising Insertion Order

(Order form also available online at VisitNebraska.gov/MediaKit)

Name of Event, Attraction, Community, Lodging (This is how your name will appear in the *Nebraska Travel Guide* Advertiser Index.)

Address City State Zip

Phone Fax

E-Mail Web Site

Contact Name Phone Signature

Nebraska Travel Guide

☐ 2011 Nebraska Travel Guide Ad Size: _____ \$ _____

Production: ☐ I will provide my ad(s). ☐ Pick up last year's ad. ☐ I require production. Please contact me.

Web Site Advertising

Display Ads

1. Home Page: Limited to 4 rotating ads (2 displayed at a time)

☐ 180w x 150h (\$2,500) ☐ 180w x 300h (\$4,000) ☐ 180w x 600h (\$5,000) = \$ _____

2. Landing Page: Limited to 3 static ads per section

Things to Do: ☐ 180w x 150h (\$1,500) ☐ 180w x 300h (\$2,500) = \$ _____

Scenic Byways: ☐ 180w x 150h (\$1,500) ☐ 180w x 300h (\$2,500) = \$ _____

Travel Tools: ☐ 180w x 150h (\$1,500) ☐ 180w x 300h (\$2,500) = \$ _____

Kids: ☐ 180w x 150h (\$1,500) ☐ 180w x 300h (\$2,500) = \$ _____

3. Search and Results Pages: Limited to 3 static ads per category

Attractions: ☐ 180w x 150h (\$1,000) ☐ 180w x 300h (\$1,500) = \$ _____

Events: ☐ 180w x 150h (\$1,000) ☐ 180w x 300h (\$1,500) = \$ _____

Recreation: ☐ 180w x 150h (\$1,000) ☐ 180w x 300h (\$1,500) = \$ _____

Places to Stay: ☐ 180w x 150h (\$1,000) ☐ 180w x 300h (\$1,500) = \$ _____

Extended Listings Limited to 4 per type (Extended listings display a photo and a 50-word description at the top of results pages.)

Attractions (\$500 each): ☐ Arts/Culture ☐ Farms/Ranches ☐ Nature/Wildlife ☐ Specialty Shopping ☐ Kids' Fun ☐ Sports
☐ History/Heritage ☐ Unique Sites ☐ State Parks/National Sites ☐ Wineries/Vineyards/Breweries = \$ _____

Events (\$500 each): ☐ Antique/Craft Shows ☐ Arts/Culture ☐ Festivals/Fairs ☐ Motor Sports/Vehicle Shows
☐ Rodeos/Sporting Events ☐ Agriculture/Farmers' Markets ☐ Expos/Trade Shows ☐ Nature/Outdoors ☐ History/Heritage = \$ _____

Recreation (\$500 each): ☐ Bird Viewing ☐ Golfing ☐ Hunting/Fishing ☐ Lakes/Rivers/Rec Areas ☐ Hiking/Biking/Horseback Riding = \$ _____

Places to Stay (\$500 each): ☐ Hotels/Motels ☐ Bed & Breakfasts ☐ Guest Ranches ☐ Campgrounds/State Parks = \$ _____

Leads Program ☐ \$1,000/one year = \$ _____

Destination Nebraska e-Newsletter Limited to 2 ads per month

\$175 each (1 issue/month): ☐ Nov ☐ Dec ☐ Jan ☐ Feb = \$ _____

\$350 each (2 issues/month): ☐ March ☐ April ☐ May ☐ June ☐ July ☐ Aug ☐ Sep ☐ Oct = \$ _____

Co-op Advertising

1. <input type="checkbox"/> AARP	2.125" w x 1.875" h	_____ spots @ \$895	= \$ _____
2. <input type="checkbox"/> Good Housekeeping	2.125" w x 1.875" h	_____ spots @ \$895	= \$ _____
3. <input type="checkbox"/> Midwest Living	2.25" w x 2" h; 180 w x 150 h	_____ spots @ \$2,995	= \$ _____
4. <input type="checkbox"/> AAA EnCompass/VIA	2.25" w x 2" h	_____ spots @ \$495	= \$ _____
5. <input type="checkbox"/> AAA Home & Away/Living/Journeys	2.125" w x 1.875" h	_____ spots @ \$1,295	= \$ _____
6. <input type="checkbox"/> AAA Midwest Traveler	2.25" w x 2" h	_____ spots @ \$595	= \$ _____
7. <input type="checkbox"/> AAA Texas Journey	2.25" w x 2" h	_____ spots @ \$695	= \$ _____
8. <input type="checkbox"/> American Road	3.75" w x 3.75" h	_____ spots @ \$395	= \$ _____
9. <input type="checkbox"/> Endless Vacation	2.125" w x 1.875" h	_____ spots @ \$695	= \$ _____
10. <input type="checkbox"/> American Cowboy	2.25" w x 4" h	_____ spots @ \$395	= \$ _____
11. <input type="checkbox"/> Birder's World	3.75" w x 3.75" h; 180 w x 150 h	_____ spots @ \$495	= \$ _____
12. <input type="checkbox"/> Camping Life	2.25" w x 4" h; 180 w x 150 h	_____ spots @ \$595	= \$ _____
13. <input type="checkbox"/> History Channel Magazine	2.125" w x 1.875" h	_____ spots @ \$595	= \$ _____
14. <input type="checkbox"/> Midwest Golfing Magazine	3.75" w x 3.75" h	_____ spots @ \$395	= \$ _____
15. <input type="checkbox"/> TRAINS	2.25" w x 4" h; 180 w x 150 h	_____ spots @ \$495	= \$ _____
16. <input type="checkbox"/> Leisure Group Travel	3.75" w x 3.75" h	_____ spots @ \$495	= \$ _____
17. <input type="checkbox"/> Midwest Meetings	3.75" w x 7.75" h	_____ spots @ \$595	= \$ _____
18. <input type="checkbox"/> Rejuvenate Meetings	2.5" w x 3.75" h	_____ spots @ \$495	= \$ _____
19. <input type="checkbox"/> Midwest Vacation Guide	.6875" w x 2.0625" h	_____ spots @ \$2,695	= \$ _____

Production: ☐ I will provide my ad(s). ☐ Pick up last year's ad (if same size). ☐ I require production. Please contact me.

Return this order form to:

Cat Beekley, Visit Nebraska, Snitily Carr, 300 S. 68th Street Place, Lincoln, NE 68510.

Any questions? Call 402-489-2121, fax 402-489-2727, or e-mail cbeekley@SnitilyCarr.com.

TOTAL \$ _____

The Nebraska Department of Economic Development reserves the right to reject any advertisement that is not in keeping with the missions of the Department or where its content would be considered objectionable to our audience. Advertising accepted for Nebraska properties and attractions only.

Partnerships...Endless

For 2011, the Nebraska Division of Travel and Tourism delivers exciting opportunities to help you increase exposure and make the most of your advertising budget. Team up with the Division of Travel and Tourism and advertise in some of the nation's leading publications. This partnership will open the door to cost-effective advertising as well as regional and national exposure. Co-op ads are available on a first-come, first-served basis. Many sell out quickly, so don't delay.

This Media Kit includes everything you need to get started on your 2011 advertising. For more information, contact Cat Beekley at Snitily Carr—402-489-2121 or cbeekley@SnitilyCarr.com.



VisitNebraska.gov

NEBRASKA
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Nebraska Division of Travel and Tourism
P.O. Box 98907
Lincoln, NE 68509-8907

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